WHAT IS CLAIMED IS:

1. An apparatus for mounting a reel on a fishing rod, which apparatus comprising a seat body having a first retaining portion which is provided to the fishing rod and used for receiving and retaining one side of a fishing-reel fitting leg portion,

a moving hood which is fitted to the outer periphery of the seat body and has a second retaining portion for receiving and retaining the other side of the fishing-reel fitting leg portion and is also movable along the longer direction of the seat body, and

a nut member which is rotatably coupled to the moving hood and screwed into the seat body and makes the moving hood move along the longer direction of the seat body, characterized in that:

the moving hood and the nut member respectively have contact surfaces which are brought into contact with each other;

the outer sites in the diametrical direction of the respective contact surfaces are formed as pressure contact surfaces which are forced to contact each other when the fishing-reel fitting leg portion is clamped between the first and second retaining portions by the clamping and pivotal operation of the nut member with respect to the seat body; and that

the inner sites in the diametrical direction of the respective contact surfaces are formed into a click mechanism for producing a click sound with an elastic body and an engaging portion with which

10

20

15

5

10

15

20

the elastic body detachably engages therewith during the rotation of the nut member.

2. An apparatus for mounting a reel on a fishing rod, which apparatus comprising a seat body having a first retaining portion which is provided to the fishing rod and used for receiving and retaining one side of a fishing-reel fitting leg portion,

a moving hold which is fitted to the outer periphery of the seat body and has a second retaining portion for receiving and retaining the other side of the fishing-reel fitting leg portion and is also movable along the longer direction of the seat body, and

a nut member which is rotatably coupled to the moving hood and screwed into the seat body and makes the moving hood move along the longer direction of the seat body, characterized in that:

the moving hood and the nut member have the respective pressure contact surfaces which are forced to contact each other when the fishing-reel fitting leg portion is clamped between the first and second retaining portions by the clamping and pivotal operation of the nut member with respect to the seat body, and non-contact surfaces to which the contact force is not applied; and that

each of the non-contact surfaces includes an elastic body and an engaging portion from which the elastic body is detachable and an unexposed click mechanism for producing a click sound when the nut member is rotated.

5

10

15

20

3. An apparatus for mounting a reel on a fishing rod as claimed in claim 2, wherein the moving hood and the nut member are such that their coupling portions therebetween are externally cylindrical and have substantially the same outer diameter.

4. A reel seat comprising:

a main body;

a pair of hoods, at least one of said hoods is movable relative to said main body;

a nut member, threadingly engaged with said main body, for moving said movable hood relative to said main body by rotation and associated movement of said nut member relative to said main body;

a closed chamber defined between two of said main body, said movable hood and said nut member; and

a click sound generation mechanism, installed within said closed chamber, for generating click sound using relative movement between said two of said main body, said movable hood and said nut member,

wherein said click sound generation mechanism includes recesses, a coiled spring; a protrusion on an end of said coiled spring and engageable with one of said recesses.

5. A reel seat comprising:

a main body;

- 30 -

5

10

a pair of hoods, at least one of said hoods is movable relative to said main body;

a nut member, threadingly engaged with said main body, for moving said movable hood relative to said main body by rotation and associated movement of said nut member relative to said main body;

a closed chamber defined between two of said main body, said movable hood and said nut member; and

a click sound generation mechanism, installed within said closed chamber, for generating click sound using relative movement between said two of said main body, said movable hood and said nut member,

wherein said closed chamber is axially located between said two of said main body, said movable hood and said nut member.

- 31 -